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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/524,091	03/13/2000	Jennie Ching	1500P/BC999065	6651
7590	10/21/2004		EXAMINER	
Sawyer Law Group P O Box 51418 Palo Alto, CA 94303			DEMICO, MATTHEW R	
			ART UNIT	PAPER NUMBER
			2611	

DATE MAILED: 10/21/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/524,091	CHING ET AL.
	<b>Examiner</b> Matthew R Demicco	<b>Art Unit</b> 2611

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### **Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

1)  Responsive to communication(s) filed on 12 July 2004.

2a)  This action is **FINAL**.                            2b)  This action is non-final.

3)  Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

4)  Claim(s) 1-20 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.

5)  Claim(s) \_\_\_\_\_ is/are allowed.

6)  Claim(s) 1-20 is/are rejected.

7)  Claim(s) \_\_\_\_\_ is/are objected to.

8)  Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

9)  The specification is objected to by the Examiner.

10)  The drawing(s) filed on \_\_\_\_\_ is/are: a)  accepted or b)  objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)  The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a)  All b)  Some \* c)  None of:  
1.  Certified copies of the priority documents have been received.  
2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3.  Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

1)  Notice of References Cited (PTO-892)  
2)  Notice of Draftsperson's Patent Drawing Review (PTO-948)  
3)  Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
    Paper No(s)/Mail Date \_\_\_\_\_  
  
4)  Interview Summary (PTO-413)  
    Paper No(s)/Mail Date. \_\_\_\_\_  
5)  Notice of Informal Patent Application (PTO-152)  
6)  Other: \_\_\_\_\_

**DETAILED ACTION**

***Response to Amendment***

1. This action is responsive to an amendment filed 7/12/04. Claims 1-20 are pending. No claims have been amended.
2. Applicant's arguments regarding the cited prior art rejection of the last Office Action has necessitated new grounds for rejection and therefore, the finality of that action is withdrawn.

***Response to Arguments***

3. Applicant's arguments with respect to claim 1, 8, 17 and 18 have been considered but are moot in view of the new ground(s) of rejection.

***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1 and 6-8 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,526,575 to McCoy et al. in view of U.S. Patent No. 5,920,700 to Gordon et al.

Regarding Claim 1, McCoy discloses a digital media distributor (Col. 4, Lines 9-32) with tunable control of digital media data transmission comprising a distribution network in the form of a satellite connection to at least one downlink facility (See Figure

1 and Col. 4, Lines 9-13) and a central site system (100). The central site system utilizes a plurality of designated control parameters as tunable limits including uplink parameters such as broadcasting format (Col. 4, Lines 44-51) and scheduling parameters such as weighting and priority of resources and custom programming schedules (Col. 9, Lines 24-35, Col. 10, Lines 25-60 and Col. 12, Lines 19-30) for controlling distribution of digital media data. The at least one remote downlink facility (106) as stated above reads on the claimed plurality of remote site servers for receiving digital media data transmissions from the central site server via the distribution network according to the designated control parameters. What is not disclosed, however, is a central site system utilizing storage parameters. Gordon discloses an asset management system (See Figure 2) using a schedule manager for distributing assets in an interactive television system (Col. 4, Lines 38-39). Gordon further discloses allocating resources based on available storage space, population of overused or unused assets, and available capacity of the transmission line (Col. 5, Lines 45-61) in order to copy or delete an asset. Various weighting factors are used to determine trends (Col. 7, Lines 43-67). These weights and other parameters used to determine if an asset should be copied or deleted read on the claimed tunable storage parameters. Gordon is evidence that ordinary workers in the art would recognize the benefit of using highly customized asset management in a video distribution system. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the system of McCoy with the storage parameters of Gordon in order to save disk space and network bandwidth by copying or deleting assets based on their usage and priority.

Regarding Claim 6, McCoy in view of Gordon disclose a system as stated above in Claim 1. Gordon further discloses deleting an asset based on a usage determination and a weighting or priority as stated above. This reads on the claimed retention period limits. Such weights and “non-use” periods (Col. 8, Lines 41-60) read on the claimed value limits.

Regarding Claim 7, McCoy in view of Gordon disclose a system as stated above in Claim 6. McCoy further discloses custom schedules for particular downlink facilities (Col. 10, Lines 53-60). This channel lineup data reads on the claimed playlist entries.

Regarding Claim 8, see Claim 1 above.

6. Claims 2-3 and 9-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over McCoy et al. in view of Gordon et al. and further in view of U.S. Patent No. 6,253,079 to Valentine et al.

Regarding Claim 2, McCoy in view of Gordon disclose a system as stated above in Claim 1. What is not disclosed, however, is that the uplink parameters relate to transmission limits, value limits and time window limits. Valentine discloses a satellite-based network optimization system (Col. 5, Lines 9-25) that monitors load thresholds (Col. 5, Lines 33-48) to determine if a connection should be accepted or rejected. These load thresholds read on the claimed transmission limits. Further, these are expressed in percentage values (such as 75% allocation), which read on value limits. When a threshold is reached, a retransmission time period is established based on the current satellite resource load (Col. 5, Lines 49-67). This time period reads on the claimed time window

limits. Valentine is evidence that ordinary workers in the art would appreciate the ability to utilize various limits to control utilization of a satellite. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the system of McCoy in view of Gordon with the tunable limits of Valentine in order to share resources on a satellite in a fair manner to prevent overloading.

Regarding Claim 3, McCoy in view of Gordon and further in view of Valentine disclose a system as stated above in Claim 2. Valentine discloses a time window wait period for transmission as stated above. This reads on the claimed uplink broadcast interval.

Regarding Claim 9, see Claim 2 above.

Regarding Claim 10, McCoy in view of Gordon and further in view of Valentine disclose a system as stated above in Claim 9. Gordon further discloses determining the popularity of an asset based on its usage (Col. 5, Lines 45-62) as well as an expiration time (Col. 6, Lines 40-43) for determining when an asset is to be deleted (Col. 8, Lines 41-60). These settings read on the claimed retention period limits.

Regarding Claims 11 and 12, see Claim 2 above.

Regarding Claim 13, McCoy in view of Gordon and further in view of Valentine disclose a system as stated above in Claim 9. Valentine further discloses a time window wait period for transmission as stated above. This reads on the claimed uplink broadcast interval.

Regarding Claim 14, McCoy in view of Gordon and further in view of Valentine disclose a system as stated above in Claim 10. What is not disclosed, however, is a

history retention period. Official Notice is hereby taken that it is well known in the art to limit the length of a log file stored on a computer. This reads on the claimed history retention period. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the system of McCoy in view of Gordon and further in view of Valentine with the history retention period of the well-known prior art in order to prevent the system's storage systems from becoming completely filled with extraneous log data.

Regarding Claim 15, McCoy in view of Gordon and further in view of Valentine disclose a system as stated above in Claim 11. McCoy further discloses storing a transmission start time parameter for use in automating satellite transmission (Col. 10, Lines 25-30). This reads on the claimed playlist transmission lookahead.

Regarding Claim 16, see Claim 7 above.

7. Claims 4-5 and 17-18 and 20 are rejected under 35 U.S.C. 103(a) as being unpatentable over McCoy et al. in view of Gordon et al. and further in view of U.S. Patent No. 5,892,535 to Allen et al.

Regarding Claim 4, McCoy in view of Gordon disclose a system as stated above in Claim 1. Gordon further discloses determining the popularity of an asset based on its usage (Col. 5, Lines 45-62) as well as an expiration time (Col. 6, Lines 40-43) for determining when an asset is to be deleted (Col. 8, Lines 41-60). These settings read on the claimed retention period limits which are also value limits as they are defined by a value such as minimum copies allowed, weighting factors, how many times an asset has

been accessed, etc. What is not disclosed, however, are transmission limits and time window limits. Allen discloses a system for distributing media programming from a server over a network (See Figure 2) wherein scheduling data (See Figure 15) is determined based on customer orders, scheduling requirements and storage locations (Col. 15, Lines 50-61). Further disclosed are transmission limits, which are used to monitor storage and queue status of transmission buffer memories to slow or stop the rate of transmission until data can be sent again (Col. 23, Lines 9-60). Allen further discloses transmitting scheduled start and stop times (See Figure 15) of commercial advertising breaks (See Figure 18 and Col. 32, Lines 46-48). This reads on the claimed time window limits. Allen is evidence that ordinary workers in the art would recognize the benefit of providing scheduling parameters to defined commercial breaks for ad insertion as well as flow control for data transmission in a media distribution system. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the system of McCoy in view of Gordon with the scheduling parameters of Allen in order to provide increased flexibility in data transmission and ad substitution.

Regarding Claim 5, McCoy in view of Gordon and further in view of Allen disclose a system as stated above in Claim 4. What is not disclosed, however, is a history retention period. Official Notice is hereby taken that it is well known in the art to limit the length of a log file stored on a computer. This reads on the claimed history retention period. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the system of McCoy in view of Gordon and further in view of Allen with the history retention period of the well-known prior art in

order to prevent the system's storage systems from becoming completely filled with extraneous log data.

Regarding Claim 17, McCoy in view of Gordon disclose a method for controlling digital asset distribution from a central site to a remote site via a media network as stated above in Claim 1. What is not disclosed, however, is managing distribution of digital advertisements to the remote sites. Allen discloses a system as stated above operable to facilitate ad insertion and distribution (Col. 15, Lines 17-48 and Col. 32, Lines 22-45). Allen is evidence that ordinary workers in the art would appreciate the ability to deliver advertising with media programming over a network. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the system of McCoy in view of Gordon with the advertising of Allen in order to increase revenue through geographical targeting.

Regarding Claim 18, see Claim 17 above. What is not disclosed, however, is a history retention period. Official Notice is hereby taken that it is well known in the art to limit the length of a log file stored on a computer. This reads on the claimed history retention period. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to modify the system of McCoy in view of Gordon and further in view of Allen with the history retention period of the well-known prior art in order to prevent the system's storage systems from becoming completely filled with extraneous log data.

Regarding Claim 20, McCoy in view of Gordon and further in view of Allen disclose a method as stated above in Claim 17. Allen further discloses a playlist with

entries as stated above. Gordon discloses a schedule manager for evaluating when to delete a file based on popularity of the asset, priority, weight and disk space, among other variables as stated above. The list of assets to be deleted is then placed in a queue (Col. 6, Lines 40-43). This list reads on the claimed purgelist entries. The retention period of the playlist or purgelist is variable based on the factors stated above. Since the function of the purgelist retention period and the playlist retention period are the same, that is, to remove stale data to make room for new data, Gordon full discloses the claimed retention periods.

8. Claim 19 is rejected under 35 U.S.C. 103(a) as being unpatentable over McCoy et al. in view of Gordon et al. and further in view of Allen et al. and still further in view of Valentine et al.

Regarding Claim 19, McCoy in view of Gordon and further in view of Allen discloses a method as stated above in Claim 17. What is not disclosed, however, is an uplink broadcast interval. Valentine discloses a satellite-based network optimization system as stated above in Claim 2. that monitors load thresholds (Col. 5, Lines 33-48) to determine if a connection should be accepted or rejected. Further, these are expressed in percentage values (such as 75% allocation), which read on value limits. When a threshold is reached, a retransmission time period is established based on the current satellite resource load (Col. 5, Lines 49-67). This time period reads on the claimed uplink broadcast interval. Valentine is evidence that ordinary workers in the art would appreciate the ability to utilize various limits to control utilization of a satellite. Therefore, it would have been obvious to one having ordinary skill in the art at the time

the invention was made to modify the system of McCoy in view of Gordon and further in view of Allen with the tunable limits of Valentine in order to share resources on a satellite in a fair manner to prevent overloading.

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Matthew R Demicco whose telephone number is (703) 305-8155. The examiner can normally be reached on Mon-Fri, 9am - 5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Grant can be reached on (703) 305-4755. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

mrd

October 6, 2004

*Chris Grant*  
CHRIS GRANT  
PRIMARY EXAMINER